

Message Text

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ACTION COME-00

INFO OCT-01 EUR-25 ADP-00 CIAE-00 EB-11 INR-10 LAB-06

NSAE-00 PA-03 RSC-01 SIL-01 USIA-15 PRS-01 RSR-01

/075 W

----- 104356

R 161548Z AUG 73

FM AMEMBASSY BONN

TO SECSTATE WASHDC 6880

INFO USMISSION BERLIN

AMCONSUL BREMEN

AMCONSUL DUESSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

UNCLAS BONN 11710

FOR COMMERCE

E.O. 11652:N/A

TAGS: BEXP, GW

SUBJECT COMMENTS ON PROPOSED FY 75 EVENTS SCHEDULE

REF: A) STATE A-5905; B) BONN 11063; C) BONN 2682; D) BONN 6710

SUMMARY: GERMAN POSTS AGREE ELECTRONICA 74 IS THE FIRST CHOICE FOR A TYPE I PARTICIPATION. ISPO IS A NON-STARTER, AND WE URGE THAT IT BE DROPPED FROM CONSIDERATION. IN ITS STEAD, WE PROPOSE A PACKAGE OF A TYPE I AUTOMECHANICA 74 AND A TYPE IV AT THE EUROPEAN MICROFILM CONGRESS, THE PACKAGE TO BE OPERATED IN TANDEM AT CONSIDERABLE SAVINGS BY THE SAME COMMERCE EXHIBITION TEAM. END SUMMARY

1. TYPE I SHOWS

A. WE SUPPORT SELECTION OF ELECTRONICA, NOVEMBER 7-13, 1974, AS THE BEST AVAILABLE TYPE I TRADE FAIR FOR FY 75. GIVEN THE GREAT SUCCESS OF ELCTRONICA 72, AND CONTINUED DEMAND FOR US-MANUFACTURED

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ELECTRONIC COMPONENTS, PRODUCTION EQUIPMENT AND MEASURING AND

TESTING EQUIPMENT, WE BELIEVE ELECTRONICA 74 OFFERS GOOD POTENTIAL FOR ENCOURAGING INCREMENTAL U.S. EXPORTS IN FY 75.

B. OUR RESERVATIONS REGARDING PARTICIPATION IN A SPORTING GOODS EQUIPMENT SHOW LIKE ISPO OR SPOGA WERE REPORTED IN REFTEL B). WE RECOMMEND AUTOMECHANICA 74 IN THE FALL 1974 IN FRANKFURT AS OFFERING CONSIDERABLY GREATER PROSPECTS THAN ISPO. AUTOMECHANICA WAS HELD FOR THE FIRST TIME IN 1971. DESPITE THE SMALL NUMBER OF EXHIBITORS AND LOW PERCENTAGE OF NTM COMPANIES, 54 AGENCY AGREEMENTS IN AND OUTSIDE OF GERMANY WERE SIGNED DURING THE SHOW, AND FOLLOW-UP SALES OF \$ 21 MILLION WERE PROJECTED. BECAUSE OF PARITY CHANGE MOST AMERICAN-MADE AUTOMOTIVE ACCESSORY AND GARAGE EQUIPMENT IS NOW VERY PRICE COMPETITIVE. WITH WIDE GEOGRAPHIC DISPERSION IN THE INDUSTRY UNIVERSE IN THE U.S., THIS SHOW ALSO SEEMS IDEALLY SUITED FOR FIELD OFFICE RECRUITMENT OF 50 TO 70 EXHIBITORS. IF A DECISION TO PARTICIPATE IS MADE WITHIN NEXT FEW WEEKS, WE BELIEVE WE COULD OBTAIN PRIME SPACE FROM THE FRANKFURT FAIR AUTHORITY.

C. FOR ALTERNATE TYPE I SHOWS, WE RECOMMEND IFAT AS FIRST CHOICE, THE FOURTH INTERNATIONAL SEWAGE AND REFUSE ENGINEERING EXHIBITION TO BE HELD AT MUNICH, JUNE 6-12, 1975, TOGETHER WITH THE EUROPEAN SEWAGE SYMPOSIUM (EAS). LAST HELD IN 1972, THIS SHOW HAD 330 EXHIBITORS FROM 14 COUNTRIES, WHO EXHIBITED A RANGE OF SYSTEMS, INSTALLATIONS AND EQUIPMENT FOR SEWAGE AND REFUSE ENGINEERING, OCCUPING 30,000 SQ YDS. THE PROMOTOR IS THE ABWASSERTECHNISCHE VEREINIGUNG, BONN, AND THE ORGANIZER IS THE MUENCHENER MESSE-UND AUSTELLUNGSGESELLSCHAFT MBH. THE SHOW IS HIGHLY SPECIALIZED, VERTICAL AND IN A TARGET INDUSTRY. IT IS CONSIDERED THE LARGEST OF ITS KIND IN EUROPE AND IS HIGHLY REGARDED IN THE ENVIRONMENTAL PROTECTION FIELD. MOST VISITORS ARE OFFICIALS OF LOCAL GOVERNMENTS, THE PRIMARY END-USERS OF EQUIPMENT ON DISPLAY.

D. WE RANK INTERPACK AS A POSSIBLE SECOND CHOICE FOR A TYPE I ALTERNATE.

2. TYPE IV SHOWS

A. WE HAVE JUST RECEIVED INFORMATION ON THE EUROPEAN MICROFILM CONGRESS AND EXHIBITION TO TAKE PLACE AT THE COLOGNE FAIR GROUNDS, NOVEMBER 12-15, 1974. COMMERCE WILL RECALL THE SUCCESSFUL PARTICIPATION OF AN OFF-SITE TRADE CENTER SHOW IN MAINZ IN NOVEMBER

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1972. WE BELIEVE THE BUDGET WOULD SUPPORT A TYPE IV SHOW AT THIS EVENT IF THE AUTOMECHANICA TEAM (PARA 1 B, ABOVE) COULD BE USED. THERE WOULD BE CONSIDERABLE SAVINGS IN TRAVEL, PR EXPENSES, ETC., IF THE TWO SHOWS COULD BE DONE IN TANDEM. IN TERMS OF INCREMENTAL EXPORT POSSIBILITIES (REFTEL D.), THE PRODUCT GROUPING OF BUSINESS EQUIPMENT AND SYSTEMS SEEMS TO OFFER THE BEST PROSPECTS FOR GERMANY OUTSIDE OF THE COMPUTER FIELD. DETAILS ON PLANS TO DATE ARE BEING TRANSMITTED BY AIRGRAM.

B. FOR ALTERNATE TYPE IV SHOWS, WE SUGGEST INTERHOSPITAL 75 AS FIRST CHOICE. HEALTH CARE INDUSTRIES IS THE NUMBER 8 TARGET INDUSTRY PRIORITY (REFTEL D.), AND TO OUR RECOLLECTION THERE HAS BEEN NO U.S. GOVERNMENT EXHIBITION IN GERMANY IN THE FIELD. FOR SECOND CHOICES, WE RECOMMEND ANY OF THE CONSUMER GOODS PROMOTIONS DESCRIBED IN REFTEL C. ALTHOUGH THE DATES LISTED ARE FOR FY 1974, ALMOST ALL OF THE SHOWS ARE ANNUAL AND WILL BE REPEATED AT APPROXIMATELY THE SAME TIME IN FY 1975.

C. THE BERLIN FAIR MANAGEMENT HAS RECRUITED 20 AMERICAN MANUFACTURERS OF CONSUMER GOODS WHO WILL PARTICIPATE FOR THE FIRST TIME IN AN EMBASSY/MISSION SPONSORED GROUP SHOW AT THE IMPORT FAIR, SEPTEMBER 21-25, 1973. IF SUCCESSFUL, THE 1974 IMPORT FAIR, TO BE HELD AUGUST 13-18, WOULD MAKE AN INTERESTING ADDITION TO THE REFTEL C LIST.

3. TRADE CENTER EXHIBITIONS

THE FRANKFURT TRADE CENTER WILL RESPOND DIRECTLY WITH COMMENTS ON THE PROPOSED FY 75 TRADE CENTER EXHIBITION SCHEDULE.

4. JEEPS

ANY OF THE TYPE IV ALTERNATES PROPOSED ABOVE COULD BE CONSIDERED VIABLE THEME IDEAS FOR JEEPS. WHILE BY DEFINITION, A JEEP SHOULD TAKE PLACE AT THE TRADE CENTER PREMISES, IF SUCH A VEHICLE AS AN "OFF-SITE JEEP" IS DEvised AND RECRUITED, THE RECOMMENDED TYPE IV TRADE FAIR EXHIBITIONS WOULD BE THE RIGHT MILIEU FOR STAGING MINI-EXHIBITIONS OF THIS NATURE. CASH

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 16 AUG 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973BONN11710
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: BONN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730835/aaaaazhw.tel
Line Count: 143
Locator: TEXT ON-LINE
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A) STATE A-5905; B) BONN 11063; C) B, ONN 2682; D) BONN 6710
Review Action: RELEASED, APPROVED
Review Authority: boyleja
Review Comment: n/a
Review Content Flags:
Review Date: 17 SEP 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <17-Sep-2001 by elbezefj>; APPROVED <25-Jan-2002 by boyleja>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COMMENTS ON PROPOSED FY 75 EVENTS SCHEDULE
TAGS: BEXP, GE
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005